

RESOLUTION NO. R- 3628

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KIRKLAND AUTHORIZING AND DIRECTING THE CITY MANAGER TO SIGN AN INTERLOCAL AGREEMENT WITH METRO REGARDING THE EASTSIDE PARTNERSHIP PROGRAM (EPP).

WHEREAS, the Eastside Partnership Program is designed to encourage voluntary participation by employers in Transportation Demand Management (TDM) programs; and

WHEREAS, the Eastside Partnership Program will involve the private sector in developing marketing strategies, incentives, and training programs working with the City of Kirkland and METRO; and

WHEREAS, the City of Kirkland has budgeted \$5,000 in 1990 for METRO to fund Kirkland's match for the Eastside Partnership Program; and

WHEREAS, the City must execute an interlocal agreement with METRO in order to receive the budget of funds; now, therefore

Be it resolved by the City Council of the City of Kirkland as follows:

Section 1. The City Manager is hereby authorized and directed to sign on behalf of the City of Kirkland an Interlocal Agreement between METRO and the City of Kirkland relating to the Eastside Partnership Program.

PASSED by majority vote of the Kirkland City Council in regular, open meeting this 18th day of September, 19 90.

SIGNED IN AUTHENTICATION thereof on the 18th day of September, 19 90.

Candy Barton

Mayor

Attest:

Jean Perry

City Clerk

Eastside Partnership Program

Interlocal Agreement

I. IDENTIFICATION OF PARTIES

The parties to this agreement are as follows: the Municipality of Metropolitan Seattle, hereinafter known as "Metro", and the City of Kirkland, hereinafter known as the "City."

II. SCOPE OF THE PROJECT

The goal of the Partnership Projects is to increase the quality, intensity and/or financial level of voluntary transportation demand management (TDM) commitments by employers in suburban, multi-employer centers with high potential for dramatic grow in congestion. The project period is two years, beginning in January, 1990. The North Bellevue/South Kirkland project (also known as the Yarrow Bay project) will include participation by both the City of Bellevue as well as the City of Kirkland. The boundaries of the North Bellevue/South Kirkland project are: along Lake Washington Blvd. N.E. from N.E. 65th St. to SR-520; Northup Way from I-405 to Lake Washington Blvd. N.E.; and 108th Ave. N.E. from N.E. 38th Place to the Corporate Campus East site south of SR-520 on 112th Ave. N.E. (see map, Attachment A).

In addition to the Yarrow Bay Project, two other Eastside projects make up the Partnership Projects. They are located in the I-90 Corridor (a Metro joint project with the City of Bellevue); and the Overlake area (a Metro joint project with the City of Redmond).

The work on the two year project will include identifying and testing new employer involvement strategies, working with employer advisory/strategy groups, marketing Metro and other HOV services to employers, and providing commute alternative services to employees in the area. The project activities are substantially outlined in Attachment B, hereinafter referred to as the "Scope of Work".

III. PROGRAM ADMINISTRATION

A. Metro shall be the designated lead on the project described in this agreement. Under the general direction of the Manager of Service Development, a Market Development staff member will act as project manager, administering the project and coordinating all activities, including contracting with other agencies, managing the budget, and facilitating the interjurisdictional project management team. Members of Metro marketing staff will also serve on the project management team, including the Chief of Sales and district and project Commuter Services Representatives. The City will be a co-sponsor of the project. Under the general direction of the

City of Kirkland Planning Director, a staff person will be designated as the Project Coordinator to serve on the project management team. The responsibilities for each party are detailed in Section IV.

- B. The scope of work agreed to by both parties is attached as Attachment B. The project management team will be responsible for managing the work program activities, reviewing the project budget and overseeing the project evaluation.

IV. RESPONSIBILITIES OF THE PARTIES

- A. Metro agrees to do the following:

Coordinate, schedule, monitor and report on all project activities as defined in the Scope of Work.

Manage the project budget. The budget shall be monitored to assure expenditures are consistent with the Scope of Work and project purposes. Metro will provide written progress reports on project activities and budget status with program invoices as per Section V.

Request budget authority for project activities in the second year of the project.

Provide the personnel resources required to carry out the project.

Conduct an evaluation at the end of the two year project.

- B. The City agrees to do the following to the extent its resources allow:

Participate on the project management team and carry out all activities and responsibilities as presented in the Scope of Work.

Participate fully in implementing plans to involve employers in organizational arrangements in each target area.

Recognize local businesses for their efforts and commitment to reducing congestion and improving the HOV travel environment.

Participate in developing an evaluation plan to measure the program effect and provide input to the evaluation.

Allocate and pay a total of \$5,000 in 1990 to Metro for its share of the project staffing costs in the two areas. Billing and payment will occur on a quarterly basis as specified in the next section.

Request an equal level of funding through its regular budget process for project activities in the second year of the project.

V. PROJECT FUNDING

The annual project budget for the target area is as follows:

UMTA Suburban Mobility Initiative grant funds	\$12,000
Metro	9,000
Bellevue	10,000
Kirkland	5,000
	<hr/>
Total	\$36,000

These figures reflect a project budget only, and do not include Metro's expenses for such items as project management, hiring, training and supervising the project personnel, overhead and support for these employees, Ridematch and Vanpool support of project-related incentive programs.

These budgets may be supplemented by employer contributions for specific new project ideas developed by the private sector committees. Private sector in-kind services will be accounted

for and reported as local match for the grant funds.

The City's funds will be payable to Metro on a quarterly basis following receipt of an invoice detailing project-related progress and expenses to date. The final invoice in any given year is due to the City on or before December 27.

VI. DURATION, CONTINUATION AND TERMINATION

This agreement becomes effective upon signature by all parties and remains in effect until December 31, 1991. Continuation beyond December 31, 1990, is contingent upon the allocation of funding for project activities through each party's regular budget process.

This agreement can be terminated by any of the parties hereto, with or without cause, upon written notice sixty (60) days in advance of termination. Upon termination, the parties will pay for completed project activities only, as identified in writing by the project management team. If funding for the second year of the project is not approved by the City, this agreement will terminate on December 31, 1990 and the sixty day notice will not apply.

VII. INDEMNIFICATION AND HOLD HARMLESS

Metro shall specifically and expressly defend, indemnify and save harmless, the City, its officers, agents and employees at its own expense from and against any and all suits, claims, actions, losses, costs, penalties and damages of whatsoever kind in nature, including attorney's fees and claims by the employees of Metro arising out of and in connection with or incident to the work of this contract provided that in such suits, claims, actions, losses, costs, penalties, and damages are caused by or result from the concurrent negligence of Metro and the City, then this indemnity provision shall be valid and enforceable only to the extent of Metro's negligence. Further, Metro shall not be required to hold the City harmless or defend the City of Kirkland's officers, agents, and employees from any and all suits, claims, actions, losses, costs, penalties and damages arising from the sole negligence of the City, its officers, agents, and employees.

VIII. NONDISCRIMINATION

During the performance of this contract, neither the City, Metro, nor any party subcontracting under authority of this contract shall discriminate on the basis of race, color, sex, religion, nationality, creed, sexual orientation, marital status, age, or the presence of any sensory, mental or physical handicap in employment or application for employment

or in the administration or delivery of services or any other benefits under this contract.

IX. NOTICES

Whenever this contract provides for notice to be provided by one party or another, such notice shall be:

- A. In writing; and
- B. Directed to Metro's project manager or the City's project management team representative.

Any time within which a party must take some action shall be computed from the date that the notice is received by said party.

X. AMENDMENTS

This agreement can be amended, altered, clarified or extended only upon written agreement of all parties hereto.

METRO

CITY OF KIRKLAND

Signature

Signature

Name

Name

Title

Title

Date

Date

Approved as to form

Approved as to form

Administrative Legal Counsel

Legal Counsel

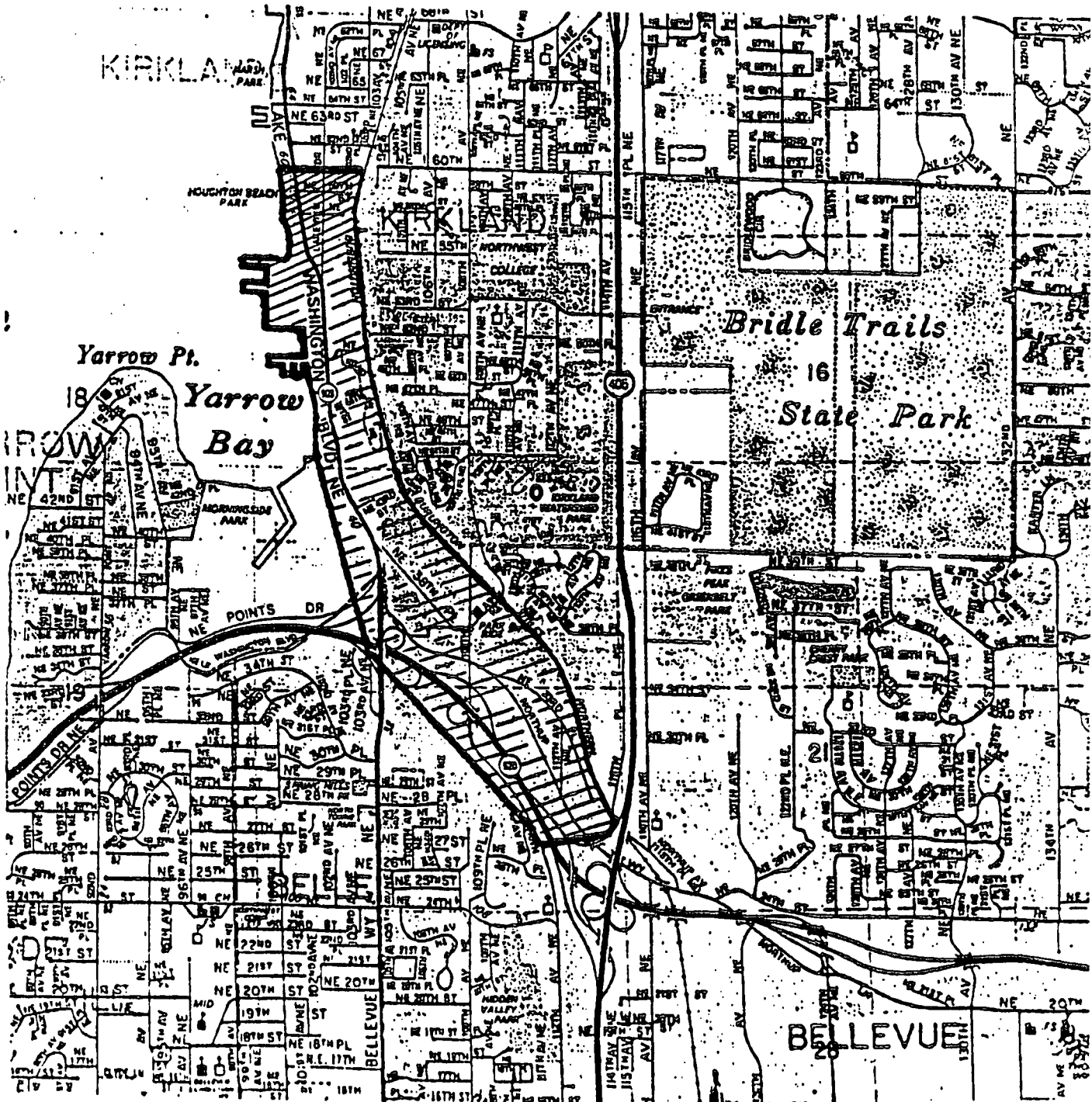
ATTACHMENT A

Map of Project Area

Yarrow Bay Project Area

Project Boundaries:

Along Lake Washington Blvd. N.E. from N.E. 60th St. to SR-520;
Northrup Way from I-405 to Lake Washington Blvd N.E.;
and 108th Ave. N.E. from N.E. 38th Place to the Corporate Campus East
site south of SR-520 on 112th Avenue N.E.



ATTACHMENT B

Scope of Work

EASTSIDE PARTNERSHIP PROGRAM

ATTACHMENT B

SCOPE OF WORK

This Scope of Work identifies those activities which will be undertaken to accomplish the project objectives in accordance with the attached contract. The topics covered in the following sections are: Goals and Objectives, Project Organization, Marketing Strategy, Evaluation and Timeline. A specific evaluation plan will be developed and agreed to by both parties by August 1, 1990.

GOALS AND OBJECTIVES

The goal of the Partnership Program is to increase the quality, intensity and/or financial level of voluntary transportation demand management commitments by employers in suburban, multi-employer centers with high potential for dramatic growth in congestion. The various strategies to increase awareness of the need for private sector involvement in providing and promoting HOV alternatives are reflected in the following objectives:

1. Test various methods to increase employer awareness, involvement and commitment to HOV alternatives. These may include:

Private sector organizations/committees, both short and

long term

Employee Transportation Coordinator (ETC) training

General area-wide promotions

Recognition/awards program

CEO contact/presentations

2. Continue to monitor and test innovative marketing/promotion ideas and demand management programs including Guaranteed Ride Home, Early Start for vanpools and other ideas generated by the private sector committees.

PROJECT ORGANIZATION

1. Participant responsibilities

- A. Metro

- Market Development:

- General project coordination

- Jurisdiction liaison

- Budget monitoring and billing

- Evaluation coordination with Research Division

- Project progress reports to funding sources

- Sales and Promotion

- Market strategy proposals

- Private sector committees formation

Marketing plan development
Proposals for new incentive development
Incentives marketing
Special events planning
ETC training
Promotion/incentives budget monitoring
Data collection/record-keeping

B. City of Kirkland

Reporting/updating Kirkland officials
Private sector recognition awards
Representation of city transportation policies

C. Project Management team

Quarterly coordination/update meetings
Marketing plan review
Strategy plan development
Quarterly private sector committee meetings
Private sector recognition program approval
New incentive proposals review and approval
Evaluation planning

2. Project products and materials

A. Marketing Plans: produced semi-annually for

January-June and July-December
periods

- B. Marketing Results: reported semi-annually as
marketing plans are revised for
the next period in June and
December
- C. Project progress and budget status reports:
reported semi-annually in June
and December
- D. Private sector committee: meeting agendas, proposals and
presentation materials
- E. Project data collection: reported bi-weekly to Research
Division
- F. Evaluation plan finalized by August, 1990
- G. Evaluation report completed within 6 months of
project completion

MARKETING STRATEGY

In this project, Metro and the cities of Bellevue and Kirkland have
committed to an intensive effort to increase voluntary employer TDM

programs. The strategy developed for the Partnership Project is based in part on the results of the Easy Ride program conducted in Bellevue in 1987-89. Easy Ride was a two-year demonstration program which focused on aggressive, personalized marketing of services to employees at the work site. While the approach was successful in expanding individual HOV use through personalized commute planning, it did not increase the rate of employers implementing HOV incentive programs. In the Easy Ride target areas, suburban low density development, unlimited free parking at the work site, and easy access to a major expanded highway project, provided an environment overwhelmingly supportive of driving alone.

Because employer support of HOV alternatives did not greatly increase, overall mode split in the targeted areas did not change significantly over the two years. However, results from the few employers who instituted aggressive transportation programs, including charging for parking or reducing parking supply, demonstrated that even in this environment employer transportation policies can have a dramatic impact on how employees choose to travel to work.

The Partnership Project builds on the valuable lessons of the Easy Ride program by focusing on strategies to increase employer involvement in and commitment to TDM actions. The project will involve the private sector in developing marketing strategies, incentives and training specific to the conditions in each target

area. The Partnership approach provides mechanisms for the private sector to work in an organized way with Metro and local jurisdictions in marketing and planning efforts and share in the responsibility for increasing private sector TDM actions. Three specific strategies have been developed to expand employer

involvement:

- A. Establish strategic committees composed of corporate representatives who will work together with Metro and local jurisdictions on methods to increase employer involvement.

- o Develop ETC network in North Bellevue/South Kirkland project area based on employer group input -
 - 1. Assist in design of intensive ETC training
 - 2. Develop creative employer/target area strategies
 - 3. Evaluate new HOV incentives and assist in development of promotion strategies
 - 4. Provide feedback about public sector recognition of private sector efforts

Private sector committee input will be reflected in the marketing plan revisions, and/or in new incentives or promotion ideas implemented in each area.

- B. Provide intensive contact with individual employers regarding their company transportation policies and programs.**

Metro will market its programs and services to all employers in the area, as well as provide support for employers implementing Metro HOV incentive programs. Private sector committees will provide strategic input. A Project Commuter Service Representative (CSR) is appointed to each area to serve as Metro's primary representative.

Specific goals detailed in the semi-annual marketing plans include: appointment of ETCs, information boards posted, transit pass sales subsidies initiated or increased, parking management introduced, flextime programs instituted through such means as ETC meetings, employee presentations, transportation fairs, newsletter articles, flyers and brochures.

- C. Continue personalized commute planning for individual employees at the work site**

The Metro CSR will provide personalized commute planning for individual employees at the work site. Potential HOV commuters are identified through on-site transportation fairs, employee group presentations, in-house mailings or postings, and word of mouth.

Private sector committees will provide input on new incentives and strategies to improve access to the commuter market. As a part of personalized commuter planning, the CSR is responsible for helping individuals with ridematching and carpool/vanpool group formation. Two special incentives, funded by Metro, will be provided in the area:

2. Guaranteed Ride Home: a commuter "insurance" program which provides subsidized taxi rides to registered eligible commuters who can't use their regular HOV mode for some reason.

3. Vanpool Early Start: empty seat subsidy for beginning vanpools which do not yet have a full group of riders, but are ready to get on the road. The project CSRs have the authority to offer this incentive to viable groups.

Specific goals outlined in the semi-annual marketing plans include the number of: client contacts, new carpoolers/vanpoolers, transit/rideshare promotions and Guaranteed Ride Home registrants.

EVALUATION

A detailed evaluation plan will be developed by Metro's Research and Market Strategy Division in conjunction with the program management team. The following is a summary of the major foci of the plan.

Data Collection

The project CSRs will be responsible for collecting data about employee and employer contacts. Metro's Research and Market Strategy Division will be responsible for creating a data base of information to monitor and evaluate the following pertinent indicators over the life of the project:

1. Auto occupancy counts will be taken at selected work sites or checkpoints as a general measure of change in the target area environment.
2. The change in the number and financial investment of employer HOV incentive programs from January 1990 to September 1991 will provide one measurement of employer involvement. In addition, employer involvement in planning and marketing HOV strategies will be assessed.
3. The number of employee contacts and HOV commute activity will provide an indicator of marketing effectiveness.
4. The results of any new initiatives developed by the private sector committees which are implemented will be tracked.
5. Private sector awareness and commitment to TDM strategies will be measured through interviews with CEOs and other involved

private sector representatives in the target areas at the end of the project period.

6. At the conclusion of the project period, a number of case studies will be conducted in each area to evaluate the effectiveness of the strategies used to increase employer commitments to TDM strategies. The project management team will select several sites reflecting a range of HOV environments for evaluation. HOV usage, qualitative interviews, employer TDM program data and auto occupancy counts will all be used to develop a comprehensive view of the site and assess changes over the project period.

Indicators

<u>Objective</u>	<u>Data Collection</u>	<u>Indicators</u>
o Measure changes in employer involvement	o Committee records o Committee proposals o Employer interviews o Employer contacts	o Employer financial commitment o Employer time commitment o Employer awareness o Committee self-assessment

o Assess affect of private sector

o Employer interviews
o Employer contacts
o Auto occupancy

o Employer financial commitment
o Employer time commitment
o Employer awareness
o Committee self-assessment
o Implemented HOV program
o Change in area auto occupancy
o New HOV users

o Test new ideas

o Employer interviews
o Auto occupancy
o Incentive tracking

o New HOV users
o Change in area auto occupancy
o General awareness
o Implemented HOV programs

I.	Establish market strategy	4/90
II.	Send introductory letters to CEOs, ETCs	5/90
III.	Develop program scope of work	5/90
IV.	Private sector committee kick-off	6/90
V.	Produce basic incentive materials	6/90
VI.	Conduct baseline auto occupancy counts	7/90
VII.	Finalize interlocal contract	7/90
VIII.	Review marketing results/revise marketing plan	7/90
IX.	Implement new committee-developed strategies or incentives	9/90
X.	Finalize 1991 budget	11/90
XI.	Review marketing results/revise marketing plan	1/91
XII.	Review marketing results/revise market plan	7/91
XIII.	Finalize evaluation data collection (auto occupancy and interviews)	8/91
XIV.	Begin project analysis	9/91
IV.	Complete evaluation report	1/92